

ABSTRACT

The present invention relates to an information processing system, an information processing device and a method, a program storage medium, and a program which allow
5 content to be distributed according to a user's action. A content server 14 transmits a content URI corresponding to an action processable by an application server 12 to the application server 12. When a user performs an action, an application client 11 transmits an action message to the
10 application server 12. In accordance with the action message, the application server 12 transmits the address of the content receiver 15 and a content URI to the content server 14. The content server 14 distributes content to a content receiver 15. The present invention is applicable to
15 a system that distributes content over the Internet.